

TISERVEDAVVERO?



Properties list:

- information about content
- information accessibility
- end-user packaging
- range of products
- extra-use of packaging
- concept
- milk
- dairy, eggs and cheese
- labels and sleeves
- gable top
- cluster
- cardboard and paper
- infographics
- contemporary
- unusual visual association
- packaging as a new medium
- instruction through pictograms
- identity by typography

The packaging helps to measure the waste of milk and makes the user think by giving concrete data and useful information to frame the problem. The illustrations on the packaging give suggestions based on real needs and helps the consumer to understand the situation better and how to limit the waste of food, in this case milk.

Reference:

Credits:

Country: Italy

Year: 2010

School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Final Project Studio, Bachelor Degree

Lecturers: V. Bucchetti, E. Ciravegna, C. Diana, M. Minoggio

Student: L. Aprigliano

